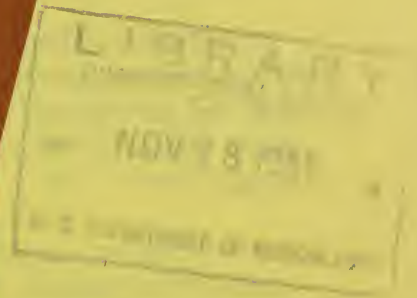


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Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk, August 1956



HPD - 30

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Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

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PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK
AND FLUID SKIM MILK, AUGUST 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter: Household purchases of butter during July and August 1956 were greater by about 7 percent and 6 percent, respectively, than in the same months of 1955. In June 1956, householders bought 3 percent less butter than in June 1955. Household purchases of butter during the period April-August 1956 were up more than 3 percent from those of the same months of 1955, despite an average price increase of 1.5 cents per pound between the periods.

The percentage of all families purchasing butter during August 1956 was slightly greater than in July 1956 and was almost 1 percentage point greater than in August 1955. Each month since October 1954--except for June 1956--the percentage of families purchasing butter has increased from the same month a year earlier (fig. 2).

Householders reported purchasing 2 percent more butter per capita in August 1956 (0.385 pounds) than in July (0.377 pounds), and 5 percent more per capita than in August 1955. The frequency of purchase per buying family during August 1956 was slightly greater than for the preceding month and August 1955. The average size of purchase per buying family was the same--1.10 pounds--for both July and August 1956, but fractionally greater than for August 1955 (table 1).

Fluid Milk: During August 1956, United States householders purchased 1,147 million quarts of fluid milk, an increase of 67 million quarts or 6 percent over purchases in August 1954 (table 2). This gain from two years earlier was composed of a 6 percent gain in purchases of fluid whole milk and an 8 percent gain in purchases of fluid skim milk. About 94 percent of the amount of fluid milk purchased by householders in August 1956 was whole milk and 6 percent was skim milk; virtually the same percentages as during August 1954.

Per capita purchases of total fluid milk products by householders during August 1956 were up 5 percent over August 1954. The average number of quarts purchased per person in households increased from 6.79 in August 1954 to 7.10 during August 1956. Skim milk purchases increased 8 percent per capita and whole milk purchases increased 4 percent per capita.

Total fluid milk purchases per person were higher in August 1956 than in July 1956 but were below purchases in April and May. This same seasonal

relationship between monthly per capita purchases prevailed in 1954 (table 6).

During August 1956, about 84 percent of all families purchased fluid milk, including whole, and skim, a 2 percent increase over the same month in 1954. 1/ About 83 percent of all families purchased fluid whole milk in August of this year and about 21 percent bought skim milk, reflecting gains from August 1954 in the percentage of all families buying both fluid whole and skim milk products (table 5).

Fluid Whole Milk: The quantity of fluid whole milk purchased by householders in August 1956 by container size was distributed as follows: 7 percent in gallons; 33 percent in half-gallons; and 60 percent in quarts. Household purchases of fluid whole milk in quart size containers were 14 percent less in August 1956 than in August 1954. However, between the same periods, purchases increased 72 percent in half-gallons and 36 percent in gallons (fig. 3 and table 3).

Household consumers in this survey reported paying an average price of 23.7 cents per quart for fluid whole milk during August 1956 compared with 22.8 cents in August 1954. The average price per quart for fluid whole milk sold in half-gallon and gallon containers was about 8 percent higher in August 1956 than in August 1954, almost twice the price increase for milk in quart containers. Average prices per quart reported paid in August 1956 for fluid whole milk purchased in the various sizes of container were: 18.5 cents in gallons; 21.6 cents in half-gallons; and 23.7 cents in single quarts.

Both household purchases and prices of fluid whole milk increased from July to August 1956, the same seasonal changes as those observed between July and August 1954.

Fluid Skim Milk: Householders bought 64 million quarts of fluid skim products in August 1956 about 8 percent more than in August 1954 (fig. 4). This gain was considerably less than that reported between July 1954 and July 1956. For the April-August 1956 period, purchases of skim milk products were 18 percent greater than in the comparable period of 2 years earlier.

During August 1956, 78 percent of household purchases of skim milk were in single quarts, about 18 percent in half-gallons, 3 percent in gallons, and fractional amounts in "other" sizes. The amount purchased by householders in gallon and quart containers was lower in August 1956 than in August 1954. On the other hand, the quantity of fluid skim products bought by householders in half-gallons increased from 5.5 million quart equivalents in August 1954 to 11.9 million in August 1956 (table 4).

The price for fluid skim products sold in gallon containers increased more than 27 percent from August 1954 to August 1956, while the price for skim milk sold in half-gallons and quart containers was up only 1 percent. The average price paid by consumers for all skim milk products purchased during

1/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their use.

August 1956 was 18.8 cents per quart. Householders paid 12.1 cents per quart equivalent for skim items purchased in gallons; 16.8 cents in half-gallons; and 19.5 cents in single quart containers.

Household purchases of skim milk products declined 2 percent from July to August 1956 in contrast to the strong upward movement in purchases that occurred between the same months in 1954. Prices paid for fluid skim items in half-gallon and gallon containers increased from July to August this year while quart prices remained unchanged. From July to August in 1954, prices increased for fluid skim products in all size containers.

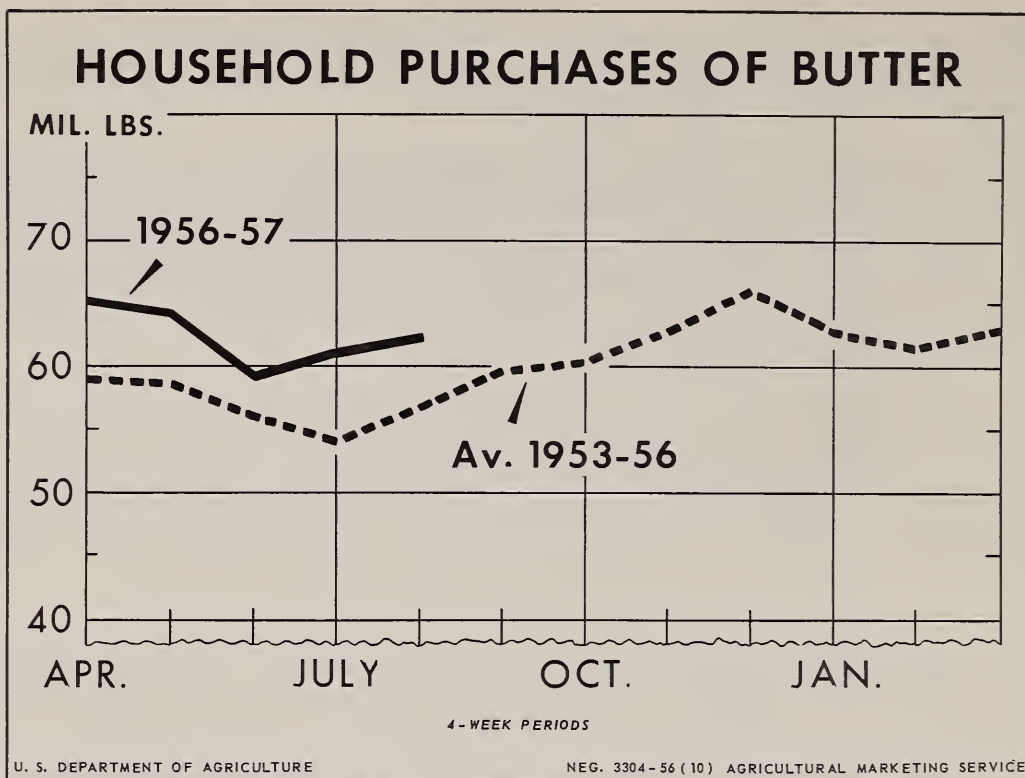


Figure 1

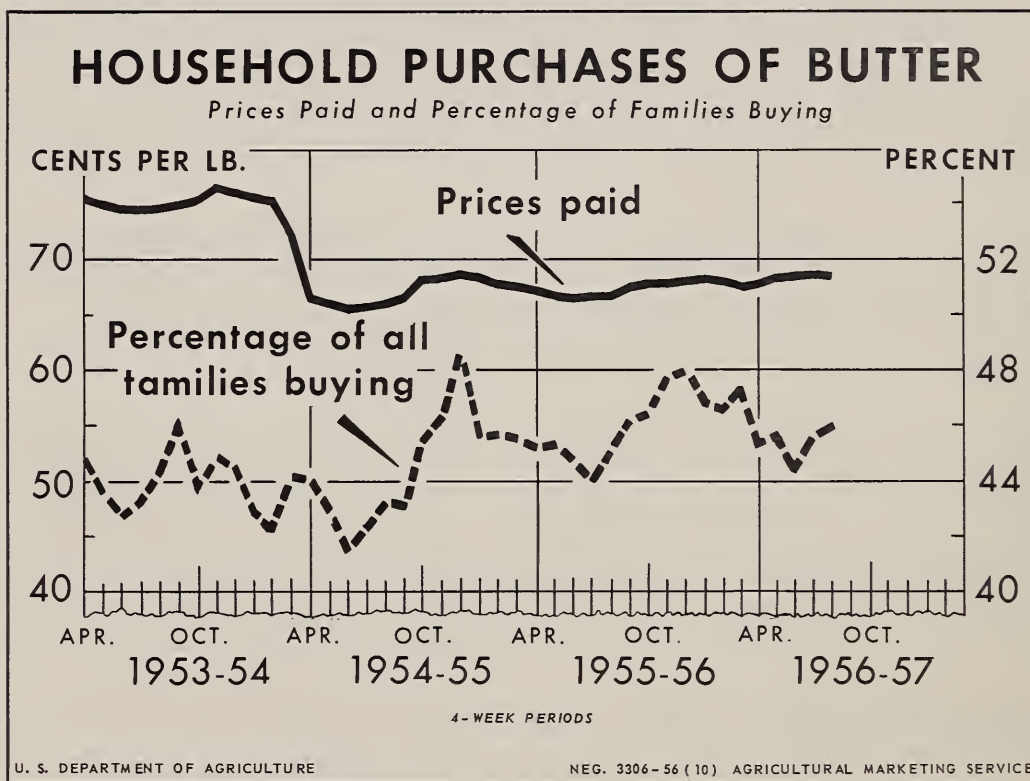


Figure 2

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	65.1	62.7	58.0	56.2	401	388	367	369
May.....	64.2	62.2	58.5	54.7	396	385	371	359
June.....	59.3	61.3	54.5	51.9	366	380	345	340
July.....	61.0	57.0	54.2	50.9	377	356	341	332
August.....	62.2	58.7	57.9	53.3	385	366	364	348
September.....		63.1	60.4	55.1		394	379	360
October.....		66.0	63.2	51.0		409	394	331
November.....		68.0	65.7	54.4		422	410	353
December.....		72.4	69.2	55.5		449	432	361
January.....		66.2	65.3	56.6		411	407	367
February.....		67.2	63.8	53.4		417	398	346
March.....		68.3	64.0	56.3		423	399	365
	Percentage of all families buying				Average price paid per pound			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	45.3	45.1	44.0	44.7	67.7	67.2	66.6	75.4
May.....	45.6	45.2	42.8	43.5	68.4	66.7	66.0	75.0
June.....	44.4	44.6	41.4	42.7	68.4	66.5	65.7	74.5
July.....	45.5	44.0	42.2	43.3	68.5	66.7	65.8	74.5
August.....	46.0	45.1	43.3	44.2	68.5	66.7	66.0	74.7
September.....		46.1	43.1	45.9		67.4	66.4	74.9
October.....		46.3	45.4	43.7		67.7	68.1	75.3
November.....		47.6	46.2	44.8		67.6	68.2	76.6
December.....		49.0	48.5	44.4		67.8	68.6	76.0
January.....		46.9	45.5	42.8		68.0	68.2	75.6
February.....		46.5	45.6	42.2		67.8	67.7	75.2
March.....		47.2	45.4	44.1		67.5	67.6	72.2

(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....	2.47	2.45	2.65	2.58	1.10	1.09	1.09	1.04
August.....	2.52	2.50	2.81	2.67	1.10	1.08	1.08	1.03
September.....		2.58	2.86	2.69		1.09	1.09	1.03
October.....		2.68	2.84	2.59		1.10	1.09	1.02
November.....		2.66	2.88	2.65		1.11	1.09	1.04
December.....		2.70	2.66	2.68		1.13	1.11	1.05
January.....		2.65	2.73	2.90		1.10	1.09	1.04
February.....		2.70	2.65	2.73		1.10	1.10	1.04
March.....		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....	1,067	1,003	65.4	55.3
August.....	1,083	1,021	64.0	59.2
September.....		1,082		61.7
October.....		1,112		58.7
November.....		1,117		55.0
December.....		1,119		53.0
January.....		1,125		54.6
February.....		1,121		58.7
March.....		1,116		61.6
	Average price paid per quart equivalent			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....	22.5	21.8	18.6	18.6
August.....	22.7	22.0	18.8	18.7
September.....		22.2		19.2
October.....		22.3		19.0
November.....		22.4		18.9
December.....		22.4		18.8
January.....		22.3		18.8
February.....		22.3		18.6
March.....		22.1		18.5

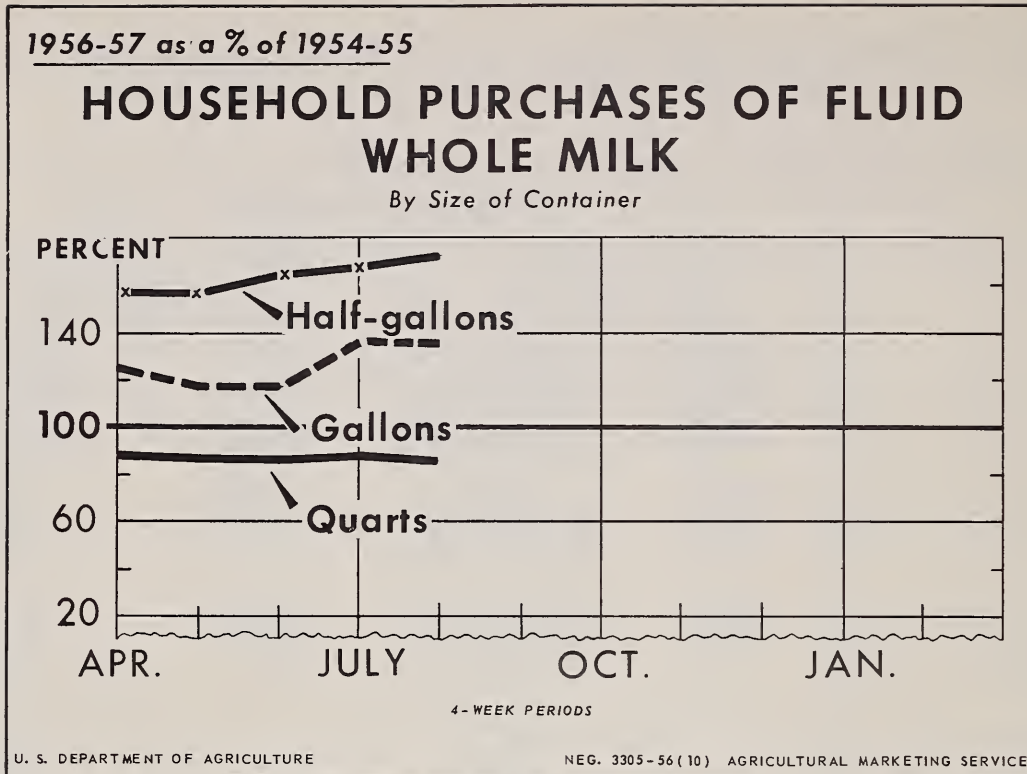


Figure 3

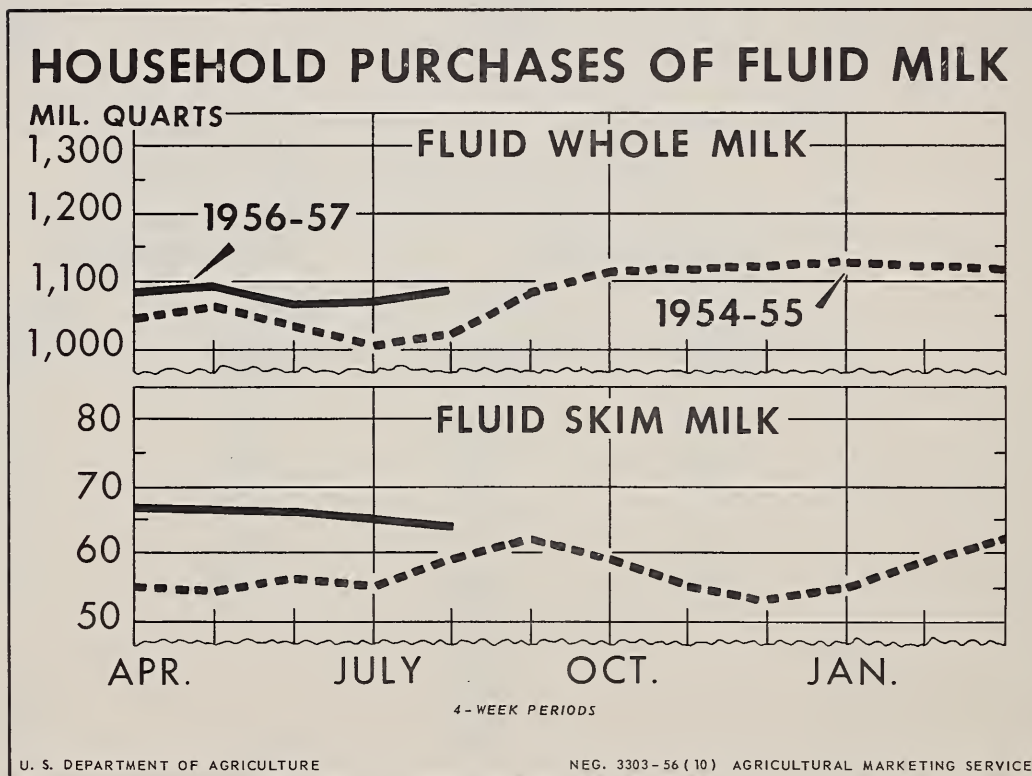


Figure 4

Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....	651	745	341	204	73.6	53.7	0.8	0.3
August.....	653	759	356	208	73.4	54.0	0.5	0.6
September.....		801		219		61.3		0.6
October.....		816		230		66.2		0.7
November.....		811		242		62.3		0.9
December.....		805		247		66.3		1.0
January.....		800		254		69.2		0.9
February.....		790		256		74.4		0.9
March.....		783		260		70.9		1.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.2	22.7	20.9	20.4	18.1	17.5	1/	1/
May.....	23.3	22.4	21.2	19.9	18.5	17.6	1/	1/
June.....	23.3	22.5	21.3	19.5	18.2	16.6	1/	1/
July.....	23.5	22.7	21.3	19.7	18.3	16.8	1/	1/
August.....	23.7	22.8	21.6	20.1	18.5	17.2	1/	1/
September.....		23.1		20.4		17.2		1/
October.....		23.2		20.6		17.6		1/
November.....		23.2		20.7		17.8		1/
December.....		23.3		20.5		18.2		1/
January.....		23.2		20.5		17.9		1/
February.....		23.3		20.5		17.9		1/
March.....		23.1		20.3		17.7		1/

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....	50.2	48.5	12.9	4.4	2.2	2.3	.1	.1
August.....	49.9	50.6	11.9	5.5	2.1	3.0	.1	.1
September.....		53.3		5.4		2.8		.2
October.....		51.4		4.8		2.2		.3
November.....		48.9		4.4		1.7		.1
December.....		46.4		4.7		1.7		.2
January.....		46.0		6.5		2.0		.1
February.....		50.2		6.4		1.9		.2
March.....		52.4		7.3		1.7		.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.2	19.4	16.5	15.7	11.3	11.9	<u>1/</u>	<u>1/</u>
May.....	19.3	19.0	16.6	15.7	11.6	10.3	<u>1/</u>	<u>1/</u>
June.....	19.3	18.9	16.5	15.7	10.5	10.4	<u>1/</u>	<u>1/</u>
July.....	19.5	19.3	16.1	16.1	11.1	9.2	<u>1/</u>	<u>1/</u>
August.....	19.5	19.4	16.8	16.6	12.1	9.5	<u>1/</u>	<u>1/</u>
September.....		20.1		15.4		9.4		<u>1/</u>
October.....		19.5		17.2		12.4		<u>1/</u>
November.....		19.4		15.8		10.7		<u>1/</u>
December.....		19.2		17.1		10.8		<u>1/</u>
January.....		19.3		16.7		12.6		<u>1/</u>
February.....		19.1		16.6		10.5		<u>1/</u>
March.....		19.1		15.9		12.5		<u>1/</u>

1/ Not available.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....	83.5	81.1	82.0	79.8	20.5	19.3
August.....	83.6	81.9	82.6	80.5	20.7	19.8
September.....		81.4		80.0		19.2
October.....		82.9		81.4		17.9
November.....		82.7		81.3		18.2
December.....		82.6		81.1		16.7
January.....		81.8		80.2		18.9
February.....		83.2		82.0		18.7
March.....		81.9		80.3		19.6

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....	7.01	6.65	6.60	6.31	.41	0.35
August.....	7.10	6.79	6.70	6.42	.40	0.37
September.....		7.19		6.80		0.39
October.....		7.31		6.94		0.37
November.....		7.31		6.97		0.34
December.....		7.31		6.98		0.33
January.....		7.35		7.01		0.34
February.....		7.36		6.99		0.37
March.....		7.34		6.96		0.38

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